



Mr. John Doe
123 Main Street
Anytown, USA 12345

Lots of people say lots of things about Marlboro. It's the most popular brand. The one famous for flavor. The best in the West.

But we figure there's only one real reason more smokers around the world choose Marlboro than any other ~ it's a great smoke. A cigarette made from the finest quality tobacco, aged and blended to deliver real smoking satisfaction.

These days some smokers tell us it's not always possible to enjoy the best. But in these hard times, we think a little of the best is more important than ever. That's why we've enclosed a special coupon so you can take \$5.00 off a carton of any style Marlboro.

Come to where the flavor is. Come to Marlboro Country.



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MANUFACTURER'S COUPON

EXPIRES 11/30/92

\$5 **\$5.00 off one carton of any style Marlboro Cigarettes.** \$5



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\$5.00 OFF
one carton of
any style
Marlboro Cigarettes

Expires Nov. 30, 1992